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"Stock Footage - 4 Reasons to Use Stock Footage in Your Next Video Project", "With the use of video growing in popularity both on and off the web, the use of stock footage is growing by leaps and bounds. Here are four reasons why you must consider buying stock footage for use in your next video project.

1. **Low Cost** - Inexpensive stock footage is available for almost any topic you could want. With the continuing advance of digital technology and the distribution power of the internet, low cost stock video clips from around the world are just a few clicks away.
2. **Quality Content** - The quality of stock video footage today is astonishing! One of the big advantages of stock video is that you are able to search a collection of clips and find exactly what you want. You can see the shots immediately with your own eyes and purchase only the footage that you need to use. You could, of course, hire a crew to do the shoot but that will cost a lot no matter if they come back with the shot you wanted or not.
3. **One-Time Payment** - Much of the stock video footage on the market today is royalty free, meaning that you pay once for the rights to use the footage and then are free to use identical footage in other projects thereby saving even more money and time in the future.
4. **Get What you need Fast** - With stock video you are able to search purchase and download the clips you require fast so you can get back to work, saving perhaps the most important commodity of all...time.

If you need video, stock footage is a time-saving, cost efficient way to get the shots that you want.

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